

**SERVICE QUALITY MEASUREMENT OF A  
TELECOMMUNICATION SERVICE PROVIDER IN  
SRI LANKA (MTT NETWORKS PRIVATE  
LIMITED)**

**MASTER OF BUSINESS ADMINISTRATION  
IN  
MANAGEMENT OF TECHNOLOGY**



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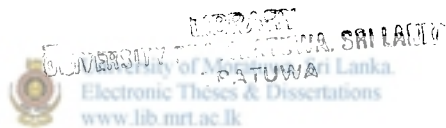
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**SERVICE QUALITY MEASUREMENT OF A  
TELECOMMUNICATIONS SERVICE PROVIDER IN SRI  
LANKA (MTT NETWORKS (PRIVATE) LIMITED)**

**By**

**H.V.Muditha Kalum**

A research study submitted in partial fulfillment of the requirement for the degree of  
Master of Business Administration.



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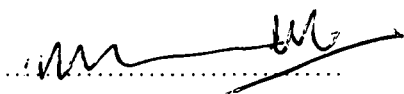
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Signature of the Candidate

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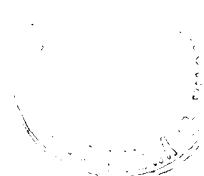


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## Abstract

The global economy is now dominated by services and the delivery of high quality service is a strategy to increase competitiveness. Therefore, assessing the present service quality by assessing how far the service achieves customer satisfaction will be an important process for determining an appropriate strategy.

After the deregulation and especially after its breakneck transformations of Sri Lanka's telecommunication sector over last few years, the country is now in the era of high expectations and huge growth. Now the telecommunication industry is one of the most competitive service sector in which there are several operators fiercely fighting each other for their share of the customer base. To survive and to be successful in this competitive environment service providing operators must follow very good strategic approach for their business. Service providers have focused on marketing activities to attract new customers, but they have not paid much effort on service quality and customer satisfaction of existing customers. This paper focuses on the measurement of Quality of Service, relationships among the service quality, customer satisfaction, repurchase intention for the telecom services, and it shows the influence of quality attributes on customer satisfaction and repurchase intention, and ultimately on business success.

Due to the time and resources limitations I have limited my study focus to MTT Networks private limited. I have developed a model to measure the service quality of a Telecommunications Service Provider in general by modifying the popular QOS measuring tool called "SERVQUAL". By applying this model to the MTT the quality of service of MTT has been measured and, by analyzing these results management can think of new strategies to look for the improved performances in the future. This method of measuring all dimensions relevant to service production is essential for a service company. With the customers interacting with the service provider and being an integral part of the service production, the need to measure the customer's perceptions on dimensions is apparent. Just as essential is the ability to distinguish these aspects from each other and to evaluate them separately. This is because the company may be

performing well in one area but not in another. By using distinct measures, firms can identify the most appropriate and action and resources can be allocated more efficiently along the service production process.

In the last chapter, a few recommendations are suggested upon the analysis of the research results to improve on MTT' service quality.



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